Fields of Opportunities

STATE OF IOWA

KIM REYNOLDS
GOVERNOR

ADAM GREGG
LT. GOVERNOR

DOUG OMMEN
COMMISSIONER OF INSURANCE

To: All Potential Bidders
From: Tracy Swalwell, Issuing Officer
Re: RFP 21216-12 - IID Marketing, Advertising, and Event Services
Date: December 6, 2021

THIRD ADDENDUM

This Addendum is being issued pursuant to Section 2.6 of the Iowa Insurance Division Request for Proposals for Marketing, Advertising, and Event Services, RFP 21216-12. The Division is issuing this addendum to set forth the breakdown of points and means of cost proposal evaluation.

Technical Proposal
The point breakdown per section is listed below. The maximum possible total score for the technical section is 2000. The minimum technical section required score is 1300.

RFP Section		Technical Criteria	Possible Points
4.2		**Services**	
	4.2.1	Planning and Strategy	150
	4.2.2	Content Development, Marketing, and Measurement	200
	4.2.3	Media Relations	100
	4.2.4	Advertising Services	150
	4.2.5	Creative Services	150
	4.2.6	Event Services	100
	4.2.7	Website Development and Digital Marketing	100
	4.2.8	Social Media	100
	4.2.9	Analytics and Reporting	150
4.3		**Company Experience and Qualifications**	
	4.3.1	Background and Demonstrated Experience	150
	4.3.2	Approach to Marketing and Branding	150
	4.3.3	Key Personnel	100
	4.3.4	Capacity	125
	4.3.5	Examples	150
	4.3.6	References	125
		Total Possible Technical Scored Points	**2000**
		Minimum respondent score required for Technical Scored Points	1300

Cost Proposal
Cost proposals will be evaluated in the following manner:
- 3.3.2(1)(f) - Costs for creating pamphlets will be added together.
- 3.3.2(2) - Hourly rates will be averaged.

Specific scores will not be assigned to respondents' cost proposals but instead a number will be assigned that compares the specific respondent's cost proposal for that item to the lowest cost proposal submitted for that item. Number one will be assigned to the lowest cost proposal. All other costs proposal numbers will be assigned by dividing that cost proposal by the lowest cost proposal. A dash indicates that respondent did not submit a cost proposal for that item.

Example:
Lowest cost proposal: $100 = 1
Second cost proposal: $200 = 2
Third cost proposal: $125 = 1.25
Fourth cost proposal: None submitted = -

The actual cost proposal amounts will be considered with the technical section points to determine which respondent(s) are awarded a contract. The Division may choose to not award a contract to a respondent with a higher technical score if the associated cost is too high in the Division's sole determination. The Division provides the following chart to illustrate how cost proposals will be compared.

Respondent	Technical Score	30s Video	60s Video	Analytics	Message	Plan	Pamphlets	Avg. Hour Rate
Resp. 1	1900	1	1	2	1.25	1.25	1.5	1.25
Resp. 4	1750	-	-	2.5	2	2	1.5	2.5
Resp. 2	1600	1.5	1.75	1.2	1	1	1	1
Resp. 3	1200	1.75	2	1	1.8	2	-	1.8

In the example above, due to the high cost associated with respondent 4's services, the Division may choose to not award a contract to respondent 4 and instead award contracts to respondents 1 and 2. This method of scoring and comparison will enable the Division to choose the most technically adept respondent that will provide the greatest value to the Division with the Division's limited funds.

Example of Respondent 1's cost proposal score card is as follows:

3.3	Cost Proposal	Rank
3.3.2(1)(a)	30 Second Video	1
3.3.2(1)(b)	60 Second Video	1
3.3.2(1)(c)	Analytics	2
3.3.2(1)(d)	Creating coordinated marketing message for Consumer/Investor Education Programs	1.25
3.3.2(1)(e)	Creating a plan to target underserved populations for Consumer/Investor Education Programs	1.25
3.3.2(1)(f)	Tri-fold pamphlets	1.5
3.3.2(2)	Average hourly rate	1.25

Pursuant to section 2.29 of the RFP, the Division does not guarantee any minimum level of purchase under any award contract(s).

Signed copy must be submitted with proposal pursuant to RFP section 3.2.6.

Respondent Name: _____

Signer Name: _____   Signature: _____